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Hong Kong Television Network Limited
香港電視網絡有限公司

(Incorporated in Hong Kong with limited liability under the Companies Ordinance)
 (Stock Code: 1137)

Unaudited Operational Information for July 2020

The board of directors (the “**Board**”) of Hong Kong Television Network Limited (the “**Company**”) and together with its subsidiaries, the “**Group**”) is pleased to announce the Group’s unaudited operational information for July 2020.

The unaudited operational information of the Group’s online shopping platform(s) and offline business for July 2020 is summarized as below:

	In the month of			Change in Percentage	
	July 2020	June 2020	July 2019	July 2020 vs June 2020	July 2020 vs July 2019
Average daily order number (rounded to the nearest hundred)	36,300	29,800	14,100	21.8%	157.4%
Average order value (rounded to the nearest dollar)	HK\$552	HK\$483	HK\$520	14.3%	6.2%
Average Daily Gross Merchandise Value (“ GMV ”) on Order Intake ⁱ (rounded to the nearest hundred thousand)	HK\$20.0 million	HK\$14.4 million	HK\$7.3 million	38.9%	174.0%
Monthly GMV on Order Intake ⁱ (rounded to the nearest million)	HK\$620 million	HK\$431 million	HK\$227 million	43.9%	173.1%

	In the month of		
	July 2020	June 2020	July 2019 ⁱⁱ
Number of unique customers who made purchases at HKTVmall (rounded to the nearest thousand)	415,000	362,000	240,000

The Board wishes to remind shareholders and potential investors of the securities of the Company that the above information is unaudited and is based on preliminary internal information of the Group, which may differ from figures to be disclosed in the audited or unaudited consolidated financial statements to be published by the Company on an annual or half-yearly basis due to various uncertainties during the process of collating such sales information.

Shareholders and potential investors of the Company are cautioned not to unduly rely on such information and are advised to exercise caution in dealing in the Company's securities.

By Order of the Board
Hong Kong Television Network Limited
Cheung Chi Kin, Paul
Chairman

Hong Kong, 5 August 2020

As at the date of this announcement, the executive Directors of the Company are Mr. Cheung Chi Kin, Paul (Chairman), Mr. Wong Wai Kay, Ricky (Vice Chairman and Chief Executive Officer), Ms. Wong Nga Lai, Alice (Chief Financial Officer), Mr. Lau Chi Kong (Chief Operating Officer) and Ms. Zhou Huijing (Managing Director of Shopping and eCommerce) and the independent non-executive Directors of the Company are Mr. Lee Hon Ying, John, Mr. Peh Jefferson Tun Lu and Mr. Mak Wing Sum, Alvin.

Notes:

- i. Gross Merchandise Value ("GMV") on Order Intake represents the total gross sales dollar value for merchandise sold through a particular marketplace over a certain timeframe, before deduction of any discount offered by the marketplace, rebate used, cancellation and returns of merchandise sold.
- ii. This figure represents the number of unique customers who made purchases at HKTVMall and/or HoKoBuy. Effective from 1st January 2020, the user traffic and transaction of HoKoBuy has been redirected to HKTVMall.